

## Tourism Regions FY 2012 Q1

### Plan Status 1.0: Turning the Montana Tourism and recreation Vision into reality

#### Review Status Symbols Legend

##### First Column:

Strategy Status: ★ Ahead of Plan ○ On Track ⊗ Behind Plan ● Off Track ➡ Change

Tactic Start Status: ○ Started on Time ⊗ Started Late ● Incomplete

##### Second Column:

Strategy Trend: ↑ Getting Better → Staying the Same ↓ Getting Worse

Tactic Current Status: ○ On Track ⊗ Behind Plan ● Off Track

##### Third Column:

Strategy Future Concern: L Low Concern M Medium Concern H High Concern







Tactic Final Status: ○ Completed on Time ⊗ Completed Late ● Incomplete

✓ Completed ⏸ On Hold ✗ Cancelled





Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
1.1.1.1.2: Custer Country expand public-private marketing partnerships with tourism businesses and attractions in publicity, web marketing, advertising, publications, and other promotions.	✓	Nick Mann	?	?	?
1.1.1.1.2.1: Leverage public and private marketing investments to expand Montana's reach, penetrate new markets, and improve marketing effectiveness with a consistent message and brand.	<i>Tactic</i>	Nick Mann	○	?	
1.1.1.1.3: Glacier Country expand public-private marketing partnerships with tourism businesses and attractions in publicity, web marketing, advertising, publications, and other promotions.	○	Racene Friede	?	?	?
1.1.1.1.3.1: Leverage public and private marketing investments to	<i>Tactic</i>	Racene Friede			✓

Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
expand Montana's reach, penetrate new markets, and improve marketing effectiveness with a consistent message and brand.					
1.1.1.1.4: Gold West Country expand public-private marketing partnerships with tourism businesses and attractions in publicity, web marketing, advertising, publications, and other promotions.	○	Sarah Bannon	?	?	?
1.1.1.1.4.1: Leverage public and private marketing investments to expand Montana's reach, penetrate new markets, and improve marketing effectiveness with a consistent message and brand.	<i>Tactic</i>	Sarah Bannon	○	?	
1.1.1.1.4.2: We partner with many accommodations on our travel guide. Also, we offer reasonable advertising for a full-page ads.	<i>Tactic</i>	Sarah Bannon	○	?	
1.1.1.1.5: Missouri River Country expand public-private marketing partnerships with tourism businesses and attractions in publicity, web marketing, advertising, publications, and other promotions.	○	Carla Hunsley	⊗	→	L
1.1.1.1.5.1: Leverage public and private marketing investments to expand Montana's reach, penetrate new markets, and improve marketing effectiveness with a consistent message and brand.	<i>Tactic</i>	Carla Hunsley	○	○	
1.1.1.1.6: Russell Country expand public-private marketing partnerships with tourism businesses and attractions in publicity, web marketing, advertising,	○	Gayle Fisher	○	↑	L

Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
publications, and other promotions.					
1.1.1.1.6.1: Leverage public and private marketing investments to expand Montana's reach, penetrate new markets, and improve marketing effectiveness with a consistent message and brand.	<i>Tactic</i>	Gayle Fisher	○	○	✓
1.1.1.1.7: Yellowstone Country expand public-private marketing partnerships with tourism businesses and attractions in publicity, web marketing, advertising, publications, and other promotions.	○	Robin Hoover	?	?	?
1.1.1.1.7.1: Leverage public and private marketing investments to expand Montana's reach, penetrate new markets, and improve marketing effectiveness with a consistent message and brand.	<i>Tactic</i>	Robin Hoover	●	?	
1.1.1.2.2: Custer Country continue winter marketing, promoting Montana as a superb destination for skiing, snowboarding, snowshoeing, snowmobile touring, ice fishing, and families and groups simply seeking a "snow experience".	○	Nick Mann	?	?	?
1.1.1.2.2.1: Based on market research, accentuate images and messages that appeal to each winter target market segment.	<i>Tactic</i>	Nick Mann	●	?	
1.1.1.2.2.2: Encourage businesses and communities to create packages/events highlighting unique winter experiences, and list them on Montana's winter web site:	<i>Tactic</i>	Nick Mann	●	?	

Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
www.wintermt.com.					
1.1.1.2.3: Glacier Country continue winter marketing, promoting Montana as a superb destination for skiing, snowboarding, snowshoeing, snowmobile touring, ice fishing, and families and groups simply seeking a “snow experience”.		Racene Friede	?	?	?
1.1.1.2.3.1: Based on market research, accentuate images and messages that appeal to each winter target market segment.	<i>Tactic</i>	Racene Friede		?	
1.1.1.2.3.2: Encourage businesses and communities to create packages/events highlighting unique winter experiences, and list them on Montana’s winter web site: www.wintermt.com.	<i>Tactic</i>	Racene Friede		?	
1.1.1.2.4: Gold West Country continue winter marketing, promoting Montana as a superb destination for skiing, snowboarding, snowshoeing, snowmobile touring, ice fishing, and families and groups simply seeking a “snow experience”.		Sarah Bannon	?	?	?
1.1.1.2.4.1: Based on market research, accentuate images and messages that appeal to each winter target market segment.	<i>Tactic</i>	Sarah Bannon		?	
1.1.1.2.4.2: Encourage businesses and communities to create packages/events highlighting unique winter experiences, and list them on Montana’s winter web site:	<i>Tactic</i>	Sarah Bannon		?	





Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
www.wintermt.com.					
1.1.1.2.5: Missouri River Country continue winter marketing, promoting Montana as a superb destination for ice fishing, and families and groups simply seeking a “snow experience”.	○	Carla Hunsley	○	↑	✓
1.1.1.2.5.1: Based on market research, accentuate images and messages that appeal to each winter target market segment. Ice fishing	<i>Tactic</i>	Carla Hunsley	○	○	
1.1.1.2.5.2: Encourage businesses and communities to create packages/events highlighting unique winter experiences, and list them on Montana’s winter web site: www.wintermt.com.	<i>Tactic</i>	Carla Hunsley	●	●	✗
1.1.1.2.6: Russell Country continue winter marketing, promoting Montana as a superb destination for skiing, snowboarding, snowshoeing, snowmobile touring, ice fishing, and families and groups simply seeking a “snow experience”.	○	Gayle Fisher	⊗	→	M
1.1.1.2.6.1: Based on market research, accentuate images and messages that appeal to each winter target market segment.	<i>Tactic</i>	Gayle Fisher	○	⊗	✓
1.1.1.2.6.2: Encourage businesses and communities to create packages/events highlighting unique winter experiences, and list them on Montana’s winter web site: www.wintermt.com.	<i>Tactic</i>	Gayle Fisher	●	●	✗

Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
1.1.1.2.7: Yellowstone Country continue winter marketing, promoting Montana as a superb destination for skiing, snowboarding, snowshoeing, snowmobile touring, ice fishing, and families and groups simply seeking a “snow experience”.		Robin Hoover	?	?	?
1.1.1.2.7.1: Based on market research, accentuate images and messages that appeal to each winter target market segment.	<i>Tactic</i>	Robin Hoover			✓
1.1.1.2.7.2: Encourage businesses and communities to create packages/events highlighting unique winter experiences, and list them on Montana’s winter web site: <a href="http://www.wintermt.com">www.wintermt.com</a> .	<i>Tactic</i>	Robin Hoover			✓
1.1.1.3.1: Custer Country attend consumer travel shows that target specific high value, low impact markets. Disseminate show information to tourism/recreation partners (private, nonprofit, tribal).		Nick Mann	?	?	?
1.1.1.3.1.1: Coordinate a Montana presence at shows among regions, CVBs, businesses and attractions, and share leads.	<i>Tactic</i>	Nick Mann		?	
1.1.1.3.1.2: Report bookings received by Montana industry participants.	<i>Tactic</i>	Nick Mann			✗
1.1.1.3.2: Glacier Country attend consumer travel shows that target specific high value, low impact markets. Disseminate show information to tourism/recreation partners (private,		Racene Friede	?	?	?

Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
nonprofit, tribal).					
1.1.1.3.2.1: Coordinate a Montana presence at shows among regions, CVBs, businesses and attractions, and share leads.	<i>Tactic</i>	Racene Friede	○	?	
1.1.1.3.2.2: Report bookings received by Montana industry participants.	<i>Tactic</i>	Racene Friede	●	?	
1.1.1.3.3: Gold West Country attend consumer travel shows that target specific high value, low impact markets. Disseminate show information to tourism/recreation partners (private, nonprofit, tribal).	○	Sarah Bannon			✕
1.1.1.3.3.1: Coordinate a Montana presence at shows among regions, CVBs, businesses and attractions, and share leads.	<i>Tactic</i>	Sarah Bannon	●	?	
1.1.1.3.3.2: Report bookings received by Montana industry participants.	<i>Tactic</i>	Sarah Bannon			✕
1.1.1.3.4: Missouri River Country attend consumer travel shows that target specific high value, low impact markets. Disseminate show information to tourism/recreation partners (private, nonprofit, tribal).	○	Carla Hunsley			✓
1.1.1.3.4.1: Coordinate a Montana presence at shows among regions, CVBs, businesses and attractions, and share leads.	<i>Tactic</i>	Carla Hunsley	○	○	
1.1.1.3.4.2: Report bookings received by Montana industry participants.	<i>Tactic</i>	Carla Hunsley	?	?	
1.1.1.3.4.4: 3 travel packages. 1.	<i>Tactic</i>	Carla Hunsley	○	○	

Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
Follow The Dinosaur Tracks 2. Ride The Big Sky (Motorcycles) 3. Fort Peck Lake Tour					
1.1.1.3.5: Russell Country attend consumer travel shows that target specific high value, low impact markets. Disseminate show information to tourism/recreation partners (private, nonprofit, tribal).	○	Gayle Fisher	○	↑	L
1.1.1.3.5.1: Coordinate a Montana presence at shows among regions, CVBs, businesses and attractions, and share leads.	<i>Tactic</i>	Gayle Fisher			✓
1.1.1.3.5.2: Report bookings received by Montana industry participants.	<i>Tactic</i>	Gayle Fisher			✓
1.1.1.3.6: Yellowstone Country attend consumer travel shows that target specific high value, low impact markets. Disseminate show information to tourism/recreation partners (private, nonprofit, tribal).	○	Robin Hoover			⌚
1.1.1.3.6.1: Coordinate a Montana presence at shows among regions, CVBs, businesses and attractions, and share leads.	<i>Tactic</i>	Robin Hoover	●	?	
1.1.1.3.6.2: Report bookings received by Montana industry participants.	<i>Tactic</i>	Robin Hoover	●	?	
1.1.1.5.2: Custer Country enhance tracking and reporting of results and return on investment (ROI) from state, regional, and CVB advertising efforts.	○	Nick Mann	?	?	?
1.1.1.5.2.1: Respond to consumer inquiries with Montana information,	<i>Tactic</i>	Nick Mann			✓

Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
and maintain databases of inquiries by date, source code, and interest.					
1.1.1.5.2.2: Pool state, region, local funds, databases to conduct ad conversion research, or use other online survey tools to determine characteristics, spending, decision-making habits of potential/converted MT travelers, and ROI of marketing efforts.	<i>Tactic</i>	Nick Mann	?	?	
1.1.1.5.2.3: Obtain monthly lodging tax collection reports, to observe results from specific campaigns and efforts, and use the information to improve future ROI.	<i>Tactic</i>	Nick Mann			✓
1.1.1.5.2.4: Conduct research annually to measure results of advertising and web marketing, and improvements in return on investment (ROI).	<i>Tactic</i>	Nick Mann			✗
1.1.1.5.2.5: Report results of research to Strategic Plan stakeholders.	<i>Tactic</i>	Nick Mann			✗
1.1.1.5.3: Glacier Country enhance tracking and reporting of results and return on investment (ROI) from state, regional, and CVB advertising efforts.	○	Racene Friede	?	?	?
1.1.1.5.3.1: Respond to consumer inquiries with Montana information, and maintain databases of inquiries by date, source code, and interest.	<i>Tactic</i>	Racene Friede	○	?	
1.1.1.5.3.2: Pool state, region, local funds, databases to conduct ad conversion research, or use other online survey tools to determine	<i>Tactic</i>	Racene Friede			✗

Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
characteristics, spending, decision-making habits of potential/converted MT travelers, and ROI of marketing efforts.					
1.1.1.5.3.3: Obtain monthly lodging tax collection reports, to observe results from specific campaigns and efforts, and use the information to improve future ROI.	<i>Tactic</i>	Racene Friede			✓
1.1.1.5.3.4: Conduct research annually to measure results of advertising and web marketing, and improvements in return on investment (ROI).	<i>Tactic</i>	Racene Friede			✓
1.1.1.5.3.5: Report results of research to Strategic Plan stakeholders.	<i>Tactic</i>	Racene Friede			✓
1.1.1.5.4: Gold West Country enhance tracking and reporting of results and return on investment (ROI) from state, regional, and CVB advertising efforts.		Sarah Bannon	?	?	?
1.1.1.5.4.1: Respond to consumer inquiries with Montana information, and maintain databases of inquiries by date, source code, and interest.	<i>Tactic</i>	Sarah Bannon		?	
1.1.1.5.4.2: Pool state, region, local funds, databases to conduct ad conversion research, or use other online survey tools to determine characteristics, spending, decision-making habits of potential/converted MT travelers, and ROI of marketing efforts.	<i>Tactic</i>	Sarah Bannon		?	
1.1.1.5.4.3: Obtain monthly lodging tax collection reports, to observe	<i>Tactic</i>	Sarah Bannon		?	




Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
results from specific campaigns and efforts, and use the information to improve future ROI.					
1.1.1.5.4.4: Conduct research annually to measure results of advertising and web marketing, and improvements in return on investment (ROI).	<i>Tactic</i>	Sarah Bannon			✓
1.1.1.5.4.5: Report results of research to Strategic Plan stakeholders.	<i>Tactic</i>	Sarah Bannon			✓
1.1.1.5.5: Missouri River Country enhance tracking and reporting of results and return on investment (ROI) from state, regional, and CVB advertising efforts.	○	Carla Hunsley	?	?	?
1.1.1.5.5.1: Respond to consumer inquiries with Montana information, and maintain databases of inquiries by date, source code, and interest. Deliver brochures to motels, gas stations, restaurants, etc.	<i>Tactic</i>	Carla Hunsley	○	○	
1.1.1.5.5.2: Pool state, region, local funds, databases to conduct ad conversion research, or use other online survey tools to determine characteristics, spending, decision-making habits of potential/converted MT travelers, and ROI of marketing efforts.	<i>Tactic</i>	Carla Hunsley	?	?	
1.1.1.5.5.3: Obtain monthly lodging tax collection reports, to observe results from specific campaigns and efforts, and use the information to improve future ROI.	<i>Tactic</i>	Carla Hunsley	?	?	

Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
1.1.1.5.5.4: Conduct research annually to measure results of advertising and web marketing, and improvements in return on investment (ROI).	<i>Tactic</i>	Carla Hunsley	○	○	
1.1.1.5.5.5: Report results of research to Strategic Plan stakeholders.	<i>Tactic</i>	Carla Hunsley	○	○	
1.1.1.5.6: Russell County enhance tracking and reporting of results and return on investment (ROI) from state, regional, and CVB advertising efforts.	○	Gayle Fisher	○	→	M
1.1.1.5.6.1: Respond to consumer inquiries with Montana information, and maintain databases of inquiries by date, source code, and interest.	<i>Tactic</i>	Gayle Fisher			✓
1.1.1.5.6.2: Pool state, region, local funds, databases to conduct ad conversion research, or use other online survey tools to determine characteristics, spending, decision-making habits of potential/converted MT travelers, and ROI of marketing efforts.	<i>Tactic</i>	Gayle Fisher			✗
1.1.1.5.6.3: Obtain monthly lodging tax collection reports, to observe results from specific campaigns and efforts, and use the information to improve future ROI.	<i>Tactic</i>	Gayle Fisher			✗
1.1.1.5.6.4: Conduct research annually to measure results of advertising and web marketing, and improvements in return on investment (ROI).	<i>Tactic</i>	Gayle Fisher			✓

Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
1.1.1.5.6.5: Report results of research to Strategic Plan stakeholders.	<i>Tactic</i>	Gayle Fisher			✓
1.1.1.5.7: Yellowstone Country enhance tracking and reporting of results and return on investment (ROI) from state, regional, and CVB advertising efforts.	○	Robin Hoover	?	?	?
1.1.1.5.7.1: Respond to consumer inquiries with Montana information, and maintain databases of inquiries by date, source code, and interest.	<i>Tactic</i>	Robin Hoover			✓
1.1.1.5.7.2: Pool state, region, local funds, databases to conduct ad conversion research, or use other online survey tools to determine characteristics, spending, decision-making habits of potential/converted MT travelers, and ROI of marketing efforts.	<i>Tactic</i>	Robin Hoover	○	?	
1.1.1.5.7.3: Obtain monthly lodging tax collection reports, to observe results from specific campaigns and efforts, and use the information to improve future ROI.	<i>Tactic</i>	Robin Hoover	○	?	
1.1.1.5.7.4: Conduct research annually to measure results of advertising and web marketing, and improvements in return on investment (ROI).	<i>Tactic</i>	Robin Hoover	○	?	
1.1.1.5.7.5: Report results of research to Strategic Plan stakeholders.	<i>Tactic</i>	Robin Hoover	●	?	
1.1.2.2.2: Custer Country work with local sports groups/clubs to attract regional and national sports competitions in off-	○	Nick Mann	?	?	?

Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
peak seasons.					
1.1.2.2.2.1: Identify opportunities to use existing facilities to host sports competitions (stadiums, general aviation airports, rodeo arenas, rural roads/trails, lakes, bowling alleys, ball fields, golf courses, downhill/XC ski facilities, etc.).	<i>Tactic</i>	Nick Mann			✕
1.1.2.2.2.2: Work with local sports clubs to contact sports associations or federations and explore possibilities for events to be hosted in Montana.	<i>Tactic</i>	Nick Mann			✕
1.1.2.2.3: Glacier Country work with local sports groups/clubs to attract regional and national sports competitions in off-peak seasons.	○	Racene Friede	?	?	?
1.1.2.2.3.1: Identify opportunities to use existing facilities to host sports competitions (stadiums, general aviation airports, rodeo arenas, rural roads/trails, lakes, bowling alleys, ball fields, golf courses, downhill/XC ski facilities, etc.).	<i>Tactic</i>	Racene Friede	●	?	
1.1.2.2.3.2: Work with local sports clubs to contact sports associations or federations and explore possibilities for events to be hosted in Montana.	<i>Tactic</i>	Racene Friede	●	?	
1.1.2.2.4: Gold West Country work with local sports groups/clubs to attract regional and national sports competitions in off-peak seasons.	○	Sarah Bannon			○










Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
1.1.2.2.4.1: Identify opportunities to use existing facilities to host sports competitions (stadiums, general aviation airports, rodeo arenas, rural roads/trails, lakes, bowling alleys, ball fields, golf courses, downhill/XC ski facilities, etc.).	<i>Tactic</i>	Sarah Bannon	●	?	
1.1.2.2.4.2: Work with local sports clubs to contact sports associations or federations and explore possibilities for events to be hosted in Montana.	<i>Tactic</i>	Sarah Bannon	●	?	
1.1.2.2.5: Missouri River Country work with local sports groups/clubs to attract regional and national sports competitions in off-peak seasons.	○	Carla Hunsley	?	?	?
1.1.2.2.5.1: Identify opportunities to use existing facilities to host sports competitions (stadiums, general aviation airports, rodeo arenas, rural roads/trails, lakes, bowling alleys, ball fields, golf courses, downhill/XC ski facilities, etc.).	<i>Tactic</i>	Carla Hunsley	○	○	
1.1.2.2.5.2: Work with local sports clubs to contact sports associations or federations and explore possibilities for events to be hosted in Montana.	<i>Tactic</i>	Carla Hunsley	?	?	
1.1.2.2.6: Russell Country work with local sports groups/clubs to attract regional and national sports competitions in off-peak seasons.	○	Gayle Fisher	⊗	→	M
1.1.2.2.6.1: Identify opportunities to use existing facilities to host sports competitions (stadiums, general	<i>Tactic</i>	Gayle Fisher			✓

Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
aviation airports, rodeo arenas, rural roads/trails, lakes, bowling alleys, ball fields, golf courses, downhill/XC ski facilities, etc.).					
1.1.2.2.6.2: Work with local sports clubs to contact sports associations or federations and explore possibilities for events to be hosted in Montana.	<i>Tactic</i>	Gayle Fisher			✓
1.1.2.2.7: Yellowstone Country work with local sports groups/clubs to attract regional and national sports competitions in off-peak seasons.		Robin Hoover			
1.1.2.2.7.1: Identify opportunities to use existing facilities to host sports competitions (stadiums, general aviation airports, rodeo arenas, rural roads/trails, lakes, bowling alleys, ball fields, golf courses, downhill/XC ski facilities, etc.).	<i>Tactic</i>	Robin Hoover			✗
1.1.2.2.7.2: Work with local sports clubs to contact sports associations or federations and explore possibilities for events to be hosted in Montana.	<i>Tactic</i>	Robin Hoover			✗
1.1.2.4.2: Custer Country target travel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and story ideas to travel media.		Nick Mann	?	?	?
1.1.2.4.2.1: Disseminate leads and industry trend information to tourism businesses and attractions.	<i>Tactic</i>	Nick Mann			✓

Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
1.1.2.4.2.2: Conduct publicity workshops for tourism businesses and attractions.	<i>Tactic</i>	Nick Mann			✗
1.1.2.4.2.3: Coordinate a publicity strategy with private/nonprofit partners, based on target markets and seasons.	<i>Tactic</i>	Nick Mann			✓
1.1.2.4.3: Glacier Country target travel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and story ideas to travel media.	○	Racene Friede	?	?	?
1.1.2.4.3.1: Disseminate leads and industry trend information to tourism businesses and attractions.	<i>Tactic</i>	Racene Friede	○	?	
1.1.2.4.3.2: Conduct publicity workshops for tourism businesses and attractions.	<i>Tactic</i>	Racene Friede			✓
1.1.2.4.3.3: Coordinate a publicity strategy with private/nonprofit partners, based on target markets and seasons.	<i>Tactic</i>	Racene Friede	○	?	
1.1.2.4.4: Gold West Country target travel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and story ideas to travel media.	○	Sarah Bannon	?	?	?
1.1.2.4.4.1: Disseminate leads and industry trend information to tourism businesses and attractions.	<i>Tactic</i>	Sarah Bannon	●	?	
1.1.2.4.4.2: Conduct publicity workshops for tourism businesses	<i>Tactic</i>	Sarah Bannon	●	?	







Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
and attractions.					
1.1.2.4.4.3: Coordinate a publicity strategy with private/nonprofit partners, based on target markets and seasons.	<i>Tactic</i>	Sarah Bannon	●	?	
1.1.2.4.5: Missouri River Country target travel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and story ideas to travel media.	○	Carla Hunsley	?	?	?
1.1.2.4.5.1: Disseminate leads and industry trend information to tourism businesses and attractions.	<i>Tactic</i>	Carla Hunsley	○	○	
1.1.2.4.5.2: Conduct publicity workshops for tourism businesses and attractions.	<i>Tactic</i>	Carla Hunsley			✓
1.1.2.4.5.3: Coordinate a publicity strategy with private/nonprofit partners, based on target markets and seasons.	<i>Tactic</i>	Carla Hunsley			✗
1.1.2.4.6: Russell Country target travel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and story ideas to travel media.	○	Gayle Fisher	○	↑	M
1.1.2.4.6.1: Disseminate leads and industry trend information to tourism businesses and attractions.	<i>Tactic</i>	Gayle Fisher			✓
1.1.2.4.6.2: Conduct publicity workshops for tourism businesses and attractions.	<i>Tactic</i>	Gayle Fisher			✗
1.1.2.4.6.3: Coordinate a publicity	<i>Tactic</i>	Gayle Fisher			✓

Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
strategy with private/nonprofit partners, based on target markets and seasons.					
1.1.2.4.6.5: Statewide, generate publicity about Montana destinations worth an advertising equivalency of \$14 million annually.	<i>Tactic</i>	Gayle Fisher			✓
1.1.2.4.7: Yellowstone Country target travel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and story ideas to travel media.	○	Robin Hoover	?	?	?
1.1.2.4.7.1: Disseminate leads and industry trend information to tourism businesses and attractions.	<i>Tactic</i>	Robin Hoover	○	?	
1.1.2.4.7.2: Conduct publicity workshops for tourism businesses and attractions.	<i>Tactic</i>	Robin Hoover	●	?	
1.1.2.4.7.3: Coordinate a publicity strategy with private/nonprofit partners, based on target markets and seasons.	<i>Tactic</i>	Robin Hoover	○	?	
1.1.2.5.2: Custer Country to target tour operators to bring group tours and packaged vacations to Montana.	○	Nick Mann	?	?	?
1.1.2.5.2.1: Promote Montana as an off-peak season destination for group/package educational and experiential tours.	<i>Tactic</i>	Nick Mann			✓
1.1.2.5.2.2: Focus on tour operators from the National Tour Association, American Bus Association, and Motorcoach Canada, as well as small	<i>Tactic</i>	Nick Mann			✗

Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
independent/boutique tour operators.					
1.1.2.5.3: Glacier Country to target tour operators to bring group tours and packaged vacations to Montana.		Racene Friede	?	?	?
1.1.2.5.3.1: Promote Montana as an off-peak season destination for group/package educational and experiential tours.	<i>Tactic</i>	Racene Friede		?	
1.1.2.5.3.2: Focus on tour operators from the National Tour Association, American Bus Association, and Motorcoach Canada, as well as small independent/boutique tour operators.	<i>Tactic</i>	Racene Friede		?	
1.1.2.5.4: Gold West Country to target tour operators to bring group tours and packaged vacations to Montana.		Sarah Bannon	?	?	?
1.1.2.5.4.1: Promote Montana as an off-peak season destination for group/package educational and experiential tours.	<i>Tactic</i>	Sarah Bannon		?	
1.1.2.5.4.2: Focus on tour operators from the National Tour Association, American Bus Association, and Motorcoach Canada, as well as small independent/boutique tour operators.	<i>Tactic</i>	Sarah Bannon		?	
1.1.2.5.5: Missouri River Country to target tour operators to bring group tours and packaged vacations to Montana.		Carla Hunsley	?	?	?
1.1.2.5.5.1: Promote Montana as an off-peak season destination for group/package educational and experiential tours.	<i>Tactic</i>	Carla Hunsley			

Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
1.1.2.5.5.2: Focus on tour operators from the National Tour Association, American Bus Association, and Motorcoach Canada, as well as small independent/boutique tour operators.	<i>Tactic</i>	Carla Hunsley	●	○	
1.1.2.5.6: Russell Country to target tour operators to bring group tours and packaged vacations to Montana.	○	Gayle Fisher			×
1.1.2.5.6.1: Promote Montana as an off-peak season destination for group/package educational and experiential tours.	<i>Tactic</i>	Gayle Fisher			×
1.1.2.5.6.2: Focus on tour operators from the National Tour Association, American Bus Association, and Motorcoach Canada, as well as small independent/boutique tour operators.	<i>Tactic</i>	Gayle Fisher			×
1.1.2.5.7: Yellowstone Country to target tour operators to bring group tours and packaged vacations to Montana.	○	Robin Hoover			☹
1.1.2.5.7.1: Promote Montana as an off-peak season destination for group/package educational and experiential tours.	<i>Tactic</i>	Robin Hoover	●	?	
1.1.2.5.7.2: Focus on tour operators from the National Tour Association, American Bus Association, and Motorcoach Canada, as well as small independent/boutique tour operators.	<i>Tactic</i>	Robin Hoover			×
1.1.3.2.2: Custer Country implement the new Montana tourism brand to enhance the state's image and message in priority markets.	○	Nick Mann	?	?	?

Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
1.1.3.2.2.1: Encourage tourism and recreation partners in region to incorporate the Montana brand into marketing efforts.	<i>Tactic</i>	Nick Mann			✕
1.1.3.2.3: Glacier Country implement the new Montana tourism brand to enhance the state's image and message in priority markets.	○	Racene Friede	?	?	?
1.1.3.2.3.1: Encourage tourism and recreation partners in region to incorporate the Montana brand into marketing efforts.	<i>Tactic</i>	Racene Friede	○	?	
1.1.3.2.4: Gold West Country implement the new Montana tourism brand to enhance the state's image and message in priority markets.	○	Sarah Bannon	?	?	?
1.1.3.2.4.1: Encourage tourism and recreation partners in region to incorporate the Montana brand into marketing efforts.	<i>Tactic</i>	Sarah Bannon	○	?	
1.1.3.2.5: Missouri River Country implement the new Montana tourism brand to enhance the state's image and message in priority markets.	○	Carla Hunsley	○	→	M
1.1.3.2.5.1: Encourage tourism and recreation partners in region to incorporate the Montana brand into marketing efforts.	<i>Tactic</i>	Carla Hunsley	○	?	
1.1.3.2.6: Russell Country implement the new Montana tourism brand to enhance the state's image and message in priority markets.	○	Gayle Fisher			✓

Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
1.1.3.2.6.1: Encourage tourism and recreation partners in region to incorporate the Montana brand into marketing efforts.	<i>Tactic</i>	Gayle Fisher			✕
1.1.3.2.7: Yellowstone Country implement the new Montana tourism brand to enhance the state's image and message in priority markets.		Robin Hoover	?	?	?
1.1.3.2.7.1: Encourage tourism and recreation partners in region to incorporate the Montana brand into marketing efforts.	<i>Tactic</i>	Robin Hoover			✓
1.1.3.3.2: Custer Country conduct educational workshops, presentations, and webinars to build marketing capacity and awareness, and showcase successes, among community and business partners.		Nick Mann	?	?	?
1.1.3.3.3: Glacier Country conduct educational workshops, presentations, and webinars to build marketing capacity and awareness, and showcase successes, among community and business partners.		Racene Friede	?	?	?
1.1.3.3.4: Gold West Country conduct educational workshops, presentations, and webinars to build marketing capacity and awareness, and showcase successes, among community and business partners.		Sarah Bannon	?	?	?
1.1.3.3.5: Missouri River Country conduct educational workshops, presentations, and webinars to build marketing capacity and awareness, and showcase successes, among		Carla Hunsley		➔	M

Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
community and business partners.					
1.1.3.3.6: Russell Country conduct educational workshops, presentations, and webinars to build marketing capacity and awareness, and showcase successes, among community and business partners.	○	Gayle Fisher			✕
1.1.3.3.7: Yellowstone Country conduct educational workshops, presentations, and webinars to build marketing capacity and awareness, and showcase successes, among community and business partners.	○	Robin Hoover	?	?	?
1.1.4.3.2: Custer Country provide advanced training for Visitor Information Centers (VICs) in its region, including familiarization tours for state/federal/regional/tribal/local information staff and volunteers.	○	Nick Mann	?	?	?
1.1.4.3.2.1: Encourage site/service managers to collaborate with each other to provide training/orientation, and to ensure that information provided to travelers is accurate and consistent.	<i>Tactic</i>	Nick Mann			✓
1.1.4.3.2.2: VICs should coordinate hours/seasons of operation, and consolidate services where possible	<i>Tactic</i>	Nick Mann			✕
1.1.4.3.2.3: MT VICs utilize training resources such as Montana Superhost and the National Association of Interpretation.	<i>Tactic</i>	Nick Mann			✓
1.1.4.3.3: Glacier Country provide advanced training for Visitor Information	○	Racene Friede	?	?	?

Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
Centers (VICs) in its region, including familiarization tours for state/federal/regional/tribal/local information staff and volunteers.					
1.1.4.3.3.1: Encourage site/service managers to collaborate with each other to provide training/orientation, and to ensure that information provided to travelers is accurate and consistent.	<i>Tactic</i>	Racene Friede			✓
1.1.4.3.3.2: VICs should coordinate hours/seasons of operation, and consolidate services where possible	<i>Tactic</i>	Racene Friede			✓
1.1.4.3.3.3: MT VICs utilize training resources such as Montana Superhost and the National Association of Interpretation.	<i>Tactic</i>	Racene Friede	?	?	
1.1.4.3.4: Gold West Country provide advanced training for Visitor Information Centers (VICs) in its region, including familiarization tours for state/federal/regional/tribal/local information staff and volunteers.	○	Sarah Bannon	?	?	?
1.1.4.3.4.1: Encourage site/service managers to collaborate with each other to provide training/orientation, and to ensure that information provided to travelers is accurate and consistent.	<i>Tactic</i>	Sarah Bannon	○	?	
1.1.4.3.4.2: VICs should coordinate hours/seasons of operation, and consolidate services where possible.	<i>Tactic</i>	Sarah Bannon	●	?	
1.1.4.3.4.3: MT VICs utilize training resources such as Montana	<i>Tactic</i>	Sarah Bannon	○	?	



Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
Superhost and the National Association of Interpretation.					
1.1.4.3.5: Missouri River Country provide advanced training for Visitor Information Centers (VICs) in its region, including familiarization tours for state/federal/regional/tribal/local information staff and volunteers.	○	Carla Hunsley	?	?	✗
1.1.4.3.5.1: Encourage site/service managers to collaborate with each other to provide training/orientation, and to ensure that information provided to travelers is accurate and consistent.	<i>Tactic</i>	Carla Hunsley	?	?	
1.1.4.3.5.2: VICs should coordinate hours/seasons of operation, and consolidate services where possible and to ensure that information provided to travelers is accurate and consistent.	<i>Tactic</i>	Carla Hunsley			✓
1.1.4.3.5.3: MT VICs utilize training resources such as Montana Superhost and the National Association of Interpretation.	<i>Tactic</i>	Carla Hunsley	○	○	
1.1.4.3.6: Russell Country provide advanced training for Visitor Information Centers (VICs) in its region, including familiarization tours for state/federal/regional/tribal/local information staff and volunteers.	○	Gayle Fisher			✓
1.1.4.3.6.1: Encourage site/service managers to collaborate with each other to provide training/orientation, and to ensure that information provided to travelers is accurate and	<i>Tactic</i>	Gayle Fisher			✓









Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
consistent.					
1.1.4.3.6.2: VICs should coordinate hours/seasons of operation, and consolidate services where possible.	<i>Tactic</i>	Gayle Fisher			✕
1.1.4.3.6.3: MT VICs utilize training resources such as Montana Superhost and the National Association of Interpretation.	<i>Tactic</i>	Gayle Fisher			✓
1.1.4.3.7: Yellowstone Country provide advanced training for Visitor Information Centers (VICs) in its region, including familiarization tours for state/federal/regional/tribal/local information staff and volunteers.	○	Robin Hoover			☹
1.1.4.3.7.1: Encourage site/service managers to collaborate with each other to provide training/orientation, and to ensure that information provided to travelers is accurate and consistent.	<i>Tactic</i>	Robin Hoover			✓
1.1.4.3.7.2: VICs should coordinate hours/seasons of operation, and consolidate services where possible	<i>Tactic</i>	Robin Hoover	○	?	
1.1.4.3.7.3: MT VICs utilize training resources such as Montana Superhost and the National Association of Interpretation.	<i>Tactic</i>	Robin Hoover	●	?	
1.2.1.2: Custer Country build awareness through publicity efforts about the new Montana Tourism Charter, geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging facility use taxes.	○	Nick Mann	?	?	?

Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
1.2.1.2.1: Emphasize issues identified in citizen opinion research, how concerns/opportunities are being addressed, and show benefits to residents (e.g., jobs, taxes, support for State Parks).	<i>Tactic</i>	Nick Mann			✓
1.2.1.2.2: Involve non-tourism groups in National Tourism Week activities, along with other events to build tourism awareness.	<i>Tactic</i>	Nick Mann			✗
1.2.1.3: Glacier Country build awareness through publicity efforts about the new Montana Tourism Charter, geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging facility use taxes.	○	Racene Friede	?	?	?
1.2.1.3.1: Emphasize issues identified in citizen opinion research, how concerns/opportunities are being addressed, and show benefits to residents (e.g., jobs, taxes, support for State Parks).	<i>Tactic</i>	Racene Friede			✓
1.2.1.3.2: Involve non-tourism groups in National Tourism Week activities, along with other events to build tourism awareness.	<i>Tactic</i>	Racene Friede	●	?	
1.2.1.4: Gold West Country build awareness through publicity efforts about the new Montana Tourism Charter, geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging facility use taxes.	○	Sarah Bannon	?	?	?
1.2.1.4.1: Emphasize issues identified in citizen opinion research, how concerns/opportunities are being	<i>Tactic</i>	Sarah Bannon	○	?	

Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
addressed, and show benefits to residents (e.g., jobs, taxes, support for State Parks).					
1.2.1.4.2: Involve non-tourism groups in National Tourism Week activities, along with other events to build tourism awareness.	<i>Tactic</i>	Sarah Bannon	●	?	
1.2.1.5: Missouri River Country build awareness through publicity efforts about the new Montana Tourism Charter, geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging facility use taxes.	○	Carla Hunsley	⊗	→	M
1.2.1.5.1: Emphasize issues identified in citizen opinion research, how concerns/opportunities are being addressed, and show benefits to residents (e.g., jobs, taxes, support for State Parks).	<i>Tactic</i>	Carla Hunsley	?	?	
1.2.1.5.2: Involve non-tourism groups in National Tourism Week activities, along with other events to build tourism awareness.	<i>Tactic</i>	Carla Hunsley	?	?	
1.2.1.6: Russell Country build awareness through publicity efforts about the new Montana Tourism Charter, geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging facility use taxes.	○	Gayle Fisher			✓
1.2.1.6.1: Emphasize issues identified in citizen opinion research, how concerns/opportunities are being addressed, and show benefits to residents (e.g., jobs, taxes, support for	<i>Tactic</i>	Gayle Fisher			✓

Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
State Parks).					
1.2.1.6.2: Involve non-tourism groups in National Tourism Week activities, along with other events to build tourism awareness.	<i>Tactic</i>	Gayle Fisher			✓
1.2.1.7: Yellowstone Country build awareness through publicity efforts about the new Montana Tourism Charter, geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging facility use taxes.	○	Robin Hoover	?	?	?
1.2.1.7.1: Emphasize issues identified in citizen opinion research, how concerns/opportunities are being addressed, and show benefits to residents (e.g., jobs, taxes, support for State Parks).	<i>Tactic</i>	Robin Hoover	○	?	
1.2.1.7.2: Involve non-tourism groups in National Tourism Week activities, along with other events to build tourism awareness.	<i>Tactic</i>	Robin Hoover	○	?	
1.2.2.2: Custer Country provide concise, visual briefings and presentations to policy makers and business groups about Montana tourism issues and benefits.	○	Nick Mann	?	?	?
1.2.2.2.1: Distribute tourism data to local chambers of commerce and organization leaders to share with members, constituents and elected officials.	<i>Tactic</i>	Nick Mann			✓
1.2.2.2.2: Conduct outreach at state, regional, and local meetings and events.	<i>Tactic</i>	Nick Mann			✓

Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
1.2.2.2.3: Send e-mail communications to elected officials and MTRI agency directors.	<i>Tactic</i>	Nick Mann			✓
1.2.2.2.4: Support the Travel Industry Association of Montana in sponsoring Tourism Day at the Legislature, and in measuring the impact of the event on legislators' awareness of tourism issues.	<i>Tactic</i>	Nick Mann			✓
1.2.2.3: Glacier Country provide concise, visual briefings and presentations to policy makers and business groups about Montana tourism issues and benefits.		Racene Friede	?	?	?
1.2.2.3.1: Distribute tourism data to local chambers of commerce and organization leaders to share with members, constituents and elected officials.	<i>Tactic</i>	Racene Friede			✓
1.2.2.3.2: Conduct outreach at state, regional, and local meetings and events.	<i>Tactic</i>	Racene Friede			✓
1.2.2.3.3: Send e-mail communications to elected officials and MTRI agency directors.	<i>Tactic</i>	Racene Friede			✓
1.2.2.3.4: Support the Travel Industry Association of Montana in sponsoring Tourism Day at the Legislature, and in measuring the impact of the event on legislators' awareness of tourism issues.	<i>Tactic</i>	Racene Friede			✓
1.2.2.4: Gold West Country provide concise, visual briefings and presentations to policy makers and business groups about Montana tourism issues and benefits.		Sarah Bannon	?	?	?

Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
1.2.2.4.1: Distribute tourism data to local chambers of commerce and organization leaders to share with members, constituents and elected officials.	<i>Tactic</i>	Sarah Bannon		?	
1.2.2.4.2: Conduct outreach at state, regional, and local meetings and events.	<i>Tactic</i>	Sarah Bannon		?	
1.2.2.4.3: Send e-mail communications to elected officials and MTRI agency directors.	<i>Tactic</i>	Sarah Bannon		?	
1.2.2.4.4: Support the Travel Industry Association of Montana in sponsoring Tourism Day at the Legislature, and in measuring the impact of the event on legislators' awareness of tourism issues.	<i>Tactic</i>	Sarah Bannon		?	
1.2.2.5: Missouri River Country provide concise, visual briefings and presentations to policy makers and business groups about Montana tourism issues and benefits.		Carla Hunsley	?	?	?
1.2.2.5.1: Distribute tourism data to local chambers of commerce and organization leaders to share with members, constituents and elected officials.	<i>Tactic</i>	Carla Hunsley			
1.2.2.5.2: Conduct outreach at state, regional, and local meetings and events.	<i>Tactic</i>	Carla Hunsley			✓
1.2.2.5.3: Send e-mail communications to elected officials and MTRI agency directors.	<i>Tactic</i>	Carla Hunsley		?	
1.2.2.5.4: Support the Travel Industry Association of Montana in sponsoring Tourism Day at the Legislature, and in	<i>Tactic</i>	Carla Hunsley	?	?	



Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
measuring the impact of the event on legislators' awareness of tourism issues.					
1.2.2.6: Russell Country provide concise, visual briefings and presentations to policy makers and business groups about Montana tourism issues and benefits.	○	Gayle Fisher			✓
1.2.2.6.1: Distribute tourism data to local chambers of commerce and organization leaders to share with members, constituents and elected officials.	<i>Tactic</i>	Gayle Fisher			✗
1.2.2.6.2: Conduct outreach at state, regional, and local meetings and events.	<i>Tactic</i>	Gayle Fisher			✓
1.2.2.6.3: Send e-mail communications to elected officials and MTRI agency directors.	<i>Tactic</i>	Gayle Fisher			✗
1.2.2.6.4: Support the Travel Industry Association of Montana in sponsoring Tourism Day at the Legislature, and in measuring the impact of the event on legislators' awareness of tourism issues.	<i>Tactic</i>	Gayle Fisher			✗
1.2.2.7: Yellowstone Country provide concise, visual briefings and presentations to policy makers and business groups about Montana tourism issues and benefits.	○	Robin Hoover	?	?	?
1.2.2.7.1: Distribute tourism data to local chambers of commerce and organization leaders to share with members, constituents and elected officials.	<i>Tactic</i>	Robin Hoover			✓
1.2.2.7.2: Conduct outreach at state,	<i>Tactic</i>	Robin Hoover	○	?	









Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
regional, and local meetings and events.					
1.2.2.7.3: Send e-mail communications to elected officials and MTRI agency directors.	<i>Tactic</i>	Robin Hoover	○	?	
1.2.2.7.4: Support the Travel Industry Association of Montana in sponsoring Tourism Day at the Legislature, and in measuring the impact of the event on legislators' awareness of tourism issues.	<i>Tactic</i>	Robin Hoover	●	?	
1.3.1.2: Custer Country educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas.	○	Nick Mann	?	?	?
1.3.1.2.1: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009.	<i>Tactic</i>	Nick Mann			✕
1.3.1.2.2: Distribute responsible use materials at all visitor centers annually.	<i>Tactic</i>	Nick Mann			✓
1.3.1.2.3: Include GPS coordinates on trail maps to assist visitors.	<i>Tactic</i>	Nick Mann			✕
1.3.1.3: Glacier Country educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas.	○	Racene Friede	?	?	?
1.3.1.3.1: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009.	<i>Tactic</i>	Racene Friede			✓
1.3.1.3.2: Distribute responsible use	<i>Tactic</i>	Racene Friede			✓

Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
materials at all visitor centers annually.					
1.3.1.3.3: Include GPS coordinates on trail maps to assist visitors.	<i>Tactic</i>	Racene Friede	●	?	
1.3.1.4: Gold West Country educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas.	○	Sarah Bannon	?	?	?
1.3.1.4.1: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009.	<i>Tactic</i>	Sarah Bannon	○	?	
1.3.1.4.2: Distribute responsible use materials at all visitor centers annually.	<i>Tactic</i>	Sarah Bannon	●	?	
1.3.1.4.3: Include GPS coordinates on trail maps to assist visitors.	<i>Tactic</i>	Sarah Bannon	●	?	
1.3.1.5: Missouri River Country educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas.	○	Carla Hunsley	⊗	→	M
1.3.1.5.1: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009.	<i>Tactic</i>	Carla Hunsley			✓
1.3.1.5.2: Distribute responsible use materials at all visitor centers annually.	<i>Tactic</i>	Carla Hunsley	○	○	
1.3.1.5.3: Include GPS coordinates on trail maps to assist visitors.	<i>Tactic</i>	Carla Hunsley	?	?	
1.3.1.6: Russell Country educate Montana visitors, suppliers, and residents about	○	Gayle Fisher			✓






Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas.					
1.3.1.6.1: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009.	<i>Tactic</i>	Gayle Fisher			✓
1.3.1.6.2: Distribute responsible use materials at all visitor centers annually.	<i>Tactic</i>	Gayle Fisher			✗
1.3.1.6.3: Include GPS coordinates on trail maps to assist visitors.	<i>Tactic</i>	Gayle Fisher			✗
1.3.1.7: Yellowstone Country educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas.	○	Robin Hoover			○
1.3.1.7.1: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009.	<i>Tactic</i>	Robin Hoover			✓
1.3.1.7.2: Distribute responsible use materials at all visitor centers annually.	<i>Tactic</i>	Robin Hoover	○	?	
1.3.1.7.3: Include GPS coordinates on trail maps to assist visitors.	<i>Tactic</i>	Robin Hoover			✗
1.3.2.2: Custer Country coordinate regional tourism marketing efforts with state/federal land management strategies, to ensure that promotion messages are consistent with public land uses and available facilities.	○	Nick Mann	?	?	?
1.3.2.2.1: Identify capacity and maintenance challenges, and ensure	<i>Tactic</i>	Nick Mann			✗







Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
that tourism marketing efforts are appropriately aligned.					
1.3.2.2.2: Coordinate tourism marketing messages that incorporate an accurate and current status for availability of use, and appropriate types of recreation for public lands and related facilities.	<i>Tactic</i>	Nick Mann			✓
1.3.2.3: Glacier Country coordinate regional tourism marketing efforts with state/federal land management strategies, to ensure that promotion messages are consistent with public land uses and available facilities.	○	Racene Friede	?	?	?
1.3.2.3.1: Identify capacity and maintenance challenges, and ensure that tourism marketing efforts are appropriately aligned.	<i>Tactic</i>	Racene Friede			✓
1.3.2.3.2: Coordinate tourism marketing messages that incorporate an accurate and current status for availability of use, and appropriate types of recreation for public lands and related facilities.	<i>Tactic</i>	Racene Friede	○	?	
1.3.2.4: Gold West Country coordinate regional tourism marketing efforts with state/federal land management strategies, to ensure that promotion messages are consistent with public land uses and available facilities.	○	Sarah Bannon	?	?	?
1.3.2.4.1: Identify capacity and maintenance challenges, and ensure that tourism marketing efforts are appropriately aligned.	<i>Tactic</i>	Sarah Bannon	●	?	
1.3.2.4.2: Coordinate tourism marketing messages that incorporate an accurate	<i>Tactic</i>	Sarah Bannon	⊗	?	

Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
and current status for availability of use, and appropriate types of recreation for public lands and related facilities.					
1.3.2.5: Missouri River Country coordinate regional tourism marketing efforts with state/federal land management strategies, to ensure that promotion messages are consistent with public land uses and available facilities.		Carla Hunsley	?	?	?
1.3.2.5.1: Identify capacity and maintenance challenges, and ensure that tourism marketing efforts are appropriately aligned.	<i>Tactic</i>	Carla Hunsley	?	?	
1.3.2.5.2: Coordinate tourism marketing messages that incorporate an accurate and current status for availability of use, and appropriate types of recreation for public lands and related facilities.	<i>Tactic</i>	Carla Hunsley			✓
1.3.2.6: Russell Country coordinate regional tourism marketing efforts with state/federal land management strategies, to ensure that promotion messages are consistent with public land uses and available facilities.		Gayle Fisher			✓
1.3.2.6.1: Identify capacity and maintenance challenges, and ensure that tourism marketing efforts are appropriately aligned.	<i>Tactic</i>	Gayle Fisher			✓
1.3.2.6.2: Coordinate tourism marketing messages that incorporate an accurate and current status for availability of use, and appropriate types of recreation for public lands and related facilities.	<i>Tactic</i>	Gayle Fisher			✓

Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
1.3.2.7: Yellowstone Country coordinate regional tourism marketing efforts with state/federal land management strategies, to ensure that promotion messages are consistent with public land uses and available facilities.		Robin Hoover			
1.3.2.7.1: Identify capacity and maintenance challenges, and ensure that tourism marketing efforts are appropriately aligned.	<i>Tactic</i>	Robin Hoover	?	?	
1.3.2.7.2: Coordinate tourism marketing messages that incorporate an accurate and current status for availability of use, and appropriate types of recreation for public lands and related facilities.	<i>Tactic</i>	Robin Hoover	?	?	
1.4.1.2.2: Custer Country develop artisan/craftsmen trails to highlight Montana's history and culture.		Nick Mann	?	?	?
1.4.1.2.2.1: Identify artisans, craftsmen, annual art/craft events and define regional Artisan Trails to be promoted, develop marketing opportunities and funding sources.	<i>Tactic</i>	Nick Mann			
1.4.1.2.3: Glacier Country develop artisan/craftsmen trails to highlight Montana's history and culture.		Racene Friede	?	?	?
1.4.1.2.3.1: Identify artisans, craftsmen, annual art/craft events and define regional Artisan Trails to be promoted, develop marketing opportunities and funding sources.	<i>Tactic</i>	Racene Friede			
1.4.1.2.4: Gold West Country develop artisan/craftsmen trails to highlight		Sarah Bannon			

Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
Montana's history and culture.					
1.4.1.2.4.1: Identify artisans, craftsmen, annual art/craft events and define regional Artisan Trails to be promoted, develop marketing opportunities and funding sources.	<i>Tactic</i>	Sarah Bannon			✓
1.4.1.2.5: Missouri River Country develop artisan/craftsmen trails to highlight Montana's history and culture.	○	Carla Hunsley	○	→	M
1.4.1.2.5.1: Identify artisans, craftsmen, annual art/craft events and define regional Artisan Trails to be promoted, develop marketing opportunities and funding sources.	<i>Tactic</i>	Carla Hunsley	○	?	
1.4.1.2.5.2: Working on a hiking trail on BLM land south of Fort Peck.	<i>Tactic</i>	Carla Hunsley	○	○	
1.4.1.2.6: Russell Country develop artisan/craftsmen trails to highlight Montana's history and culture.	○	Gayle Fisher			✓
1.4.1.2.6.1: Identify artisans, craftsmen, annual art/craft events and define regional Artisan Trails to be promoted, develop marketing opportunities and funding sources.	<i>Tactic</i>	Gayle Fisher			✓
1.4.1.2.7: Yellowstone Country develop artisan/craftsmen trails to highlight Montana's history and culture.	○	Robin Hoover			○
1.4.1.2.7.1: Identify artisans, craftsmen, annual art/craft events and define regional Artisan Trails to be promoted, develop marketing opportunities and funding sources.	<i>Tactic</i>	Robin Hoover	?	?	

Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
1.4.1.5.3: Glacier Country Plan and Promote commemorations of historic events in Montana.		Racene Friede			✓
1.4.1.5.3.1: Develop and implement three marketing strategies for the David Thompson Bicentennial Commemoration annually in 2009, 2010, and 2011.	<i>Tactic</i>	Racene Friede			✓
1.5.1.1.1: Custer Country create vacation packages and develop theme itineraries designed for off-peak season niche markets targeted by promotion efforts.		Nick Mann	?	?	?
1.5.1.1.1.1: Package lodging with attractions, activities, events, meals, and transportation, focusing on off-peak season niche markets targeted by state/regional marketing efforts.	<i>Tactic</i>	Nick Mann			✗
1.5.1.1.1.2: Promote packages through tourism web sites, e-letters, podcasts, visitor centers, etc.	<i>Tactic</i>	Nick Mann			✗
1.5.1.1.2: Glacier Country create vacation packages and develop theme itineraries designed for off-peak season niche markets targeted by promotion efforts.		Racene Friede	?	?	?
1.5.1.1.2.1: Package lodging with attractions, activities, events, meals, and transportation, focusing on off-peak season niche markets targeted by state/regional marketing efforts.	<i>Tactic</i>	Racene Friede		?	
1.5.1.1.2.2: Promote packages through tourism web sites, e-letters,	<i>Tactic</i>	Racene Friede		?	

Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
podcasts, visitor centers, etc.					
1.5.1.1.3: Gold West Country create vacation packages and develop theme itineraries designed for off-peak season niche markets targeted by promotion efforts.		Sarah Bannon	?	?	?
1.5.1.1.3.1: Package lodging with attractions, activities, events, meals, and transportation, focusing on off-peak season niche markets targeted by state/regional marketing efforts.	<i>Tactic</i>	Sarah Bannon		?	
1.5.1.1.3.2: Promote packages through tourism web sites, e-letters, podcasts, visitor centers, etc.	<i>Tactic</i>	Sarah Bannon		?	
1.5.1.1.4: Missouri River Country create vacation packages and develop theme itineraries designed for off-peak season niche markets targeted by promotion efforts.		Carla Hunsley		→	<b>M</b>
1.5.1.1.4.1: Package lodging with attractions, activities, events, meals, and transportation, focusing on off-peak season niche markets targeted by state/regional marketing efforts.	<i>Tactic</i>	Carla Hunsley			<b>X</b>
1.5.1.1.4.2: Promote packages through tourism web sites, e-letters, podcasts, visitor centers, etc.	<i>Tactic</i>	Carla Hunsley			<b>X</b>
1.5.1.1.5: Russell Country create vacation packages and develop theme itineraries designed for off-peak season niche markets targeted by promotion efforts.		Gayle Fisher			<b>X</b>

Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
1.5.1.1.5.1: Package lodging with attractions, activities, events, meals, and transportation, focusing on off-peak season niche markets targeted by state/regional marketing efforts.	<i>Tactic</i>	Gayle Fisher			✕
1.5.1.1.5.2: Promote packages through tourism web sites, e-letters, podcasts, visitor centers, etc.	<i>Tactic</i>	Gayle Fisher			✕
1.5.1.1.6: Yellowstone Country create vacation packages and develop theme itineraries designed for off-peak season niche markets targeted by promotion efforts.	○	Robin Hoover	?	?	?
1.5.1.1.6.1: Package lodging with attractions, activities, events, meals, and transportation, focusing on off-peak season niche markets targeted by state/regional marketing efforts.	<i>Tactic</i>	Robin Hoover	●	?	
1.5.1.1.6.2: Promote packages through tourism web sites, e-letters, podcasts, visitor centers, etc.	<i>Tactic</i>	Robin Hoover	○	?	
1.5.1.2.1: Custer Country expand winter tourism products/activities to draw visitors (spas, arts/culture, learning vacations, tribal activities).	○	Nick Mann	?	?	?
1.5.1.2.1.1: Identify opportunities to increase indoor and outdoor winter activities, such as ice skating/fishing, snowshoeing, dog sledding, hot springs, arts/cultural/historical events and attractions, etc.	<i>Tactic</i>	Nick Mann			✕
1.5.1.2.1.2: Package and promote to targeted resident and nonresident	<i>Tactic</i>	Nick Mann			✓

Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
markets.					
1.5.1.2.1.3: Include a fam tour of winter activities at region meetings and VIC workshops.	<i>Tactic</i>	Nick Mann			✕
1.5.1.2.2: Glacier Country expand winter tourism products/activities to draw visitors (spas, arts/culture, learning vacations, tribal activities).	○	Racene Friede	?	?	?
1.5.1.2.2.1: Identify opportunities to increase indoor and outdoor winter activities, such as ice skating/fishing, snowshoeing, dog sledding, hot springs, arts/cultural/historical events and attractions, etc.	<i>Tactic</i>	Racene Friede			✓
1.5.1.2.2.2: Package and promote to targeted resident and nonresident markets.	<i>Tactic</i>	Racene Friede	○	?	
1.5.1.2.2.3: Include a fam tour of winter activities at region meetings and VIC workshops.	<i>Tactic</i>	Racene Friede			✓
1.5.1.2.3: Gold West Country expand winter tourism products/activities to draw visitors (spas, arts/culture, learning vacations, tribal activities).	○	Sarah Bannon	?	?	?
1.5.1.2.3.1: Identify opportunities to increase indoor and outdoor winter activities, such as ice skating/fishing, snowshoeing, dog sledding, hot springs, arts/cultural/historical events and attractions, etc.	<i>Tactic</i>	Sarah Bannon	○	?	
1.5.1.2.3.2: Package and promote to targeted resident and nonresident	<i>Tactic</i>	Sarah Bannon	⊗	?	

Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
markets.					
1.5.1.2.3.3: Include a fam tour of winter activities at region meetings and VIC workshops.	<i>Tactic</i>	Sarah Bannon	○	?	
1.5.1.2.4: Missouri River Country expand winter tourism products/activities to draw visitors (spas, arts/culture, learning vacations, tribal activities).	○	Carla Hunsley	?	?	?
1.5.1.2.4.1: Identify opportunities to increase indoor and outdoor winter activities, such as ice skating/fishing, snowshoeing, dog sledding, hot springs, arts/cultural/historical events and attractions, etc.	<i>Tactic</i>	Carla Hunsley	○	○	
1.5.1.2.4.2: Package and promote to targeted resident and nonresident markets.	<i>Tactic</i>	Carla Hunsley			✓
1.5.1.2.4.3: Include a fam tour of winter activities at region meetings and VIC workshops.	<i>Tactic</i>	Carla Hunsley			✗
1.5.1.2.5: Russell Country expand winter tourism products/activities to draw visitors (spas, arts/culture, learning vacations, tribal activities).	○	Gayle Fisher			✗
1.5.1.2.5.1: Identify opportunities to increase indoor and outdoor winter activities, such as ice skating/fishing, snowshoeing, dog sledding, hot springs, arts/cultural/historical events and attractions, etc.	<i>Tactic</i>	Gayle Fisher			✗
1.5.1.2.5.2: Package and promote to targeted resident and nonresident	<i>Tactic</i>	Gayle Fisher			✗






Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
markets.					
1.5.1.2.5.3: Include a fam tour of winter activities at region meetings and VIC workshops.	<i>Tactic</i>	Gayle Fisher			✕
1.5.1.2.6: Yellowstone Country expand winter tourism products/activities to draw visitors (spas, arts/culture, learning vacations, tribal activities).	○	Robin Hoover	?	?	?
1.5.1.2.6.1: Identify opportunities to increase indoor and outdoor winter activities, such as ice skating/fishing, snowshoeing, dog sledding, hot springs, arts/cultural/historical events and attractions, etc.	<i>Tactic</i>	Robin Hoover			✓
1.5.1.2.6.2: Package and promote to targeted resident and nonresident markets.	<i>Tactic</i>	Robin Hoover	○	?	
1.5.1.2.6.3: Include a fam tour of winter activities at region meetings and VIC workshops.	<i>Tactic</i>	Robin Hoover	●	?	
1.5.1.3.2: Custer Country encourage use of Montana products by restaurants, markets, retail shops, and suppliers, to add value to local businesses and traveler experiences.	○	Nick Mann	?	?	?
1.5.1.3.2.1: Promote farmers' markets and Made/Grown-in-Montana programs through travel guides, web sites, and VICs.	<i>Tactic</i>	Nick Mann			✓
1.5.1.3.2.2: Encourage producers to become active in local/regional tourism organizations, and network with tourism businesses to buy and/or	<i>Tactic</i>	Nick Mann			✕

Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
promote their products.					
1.5.1.3.2.3: Ask restaurants to use local products for tourism meetings, workshops, etc.	<i>Tactic</i>	Nick Mann			✓
1.5.1.3.3: Glacier Country encourage use of Montana products by restaurants, markets, retail shops, and suppliers, to add value to local businesses and traveler experiences.	○	Racene Friede	?	?	?
1.5.1.3.3.1: Promote farmers' markets and Made/Grown-in-Montana programs through travel guides and web sites, and at VICs.	<i>Tactic</i>	Racene Friede			✓
1.5.1.3.3.2: Encourage producers to become active in local/regional tourism organizations, and network with tourism businesses to buy and/or promote their products.	<i>Tactic</i>	Racene Friede			✓
1.5.1.3.3.3: Ask restaurants to use local products for tourism meetings, workshops, etc.	<i>Tactic</i>	Racene Friede	○	?	
1.5.1.3.4: Gold West Country encourage use of Montana products by restaurants, markets, retail shops, and suppliers, to add value to local businesses and traveler experiences.	○	Sarah Bannon	?	?	?
1.5.1.3.4.1: Promote farmers' markets and Made/Grown-in-Montana programs through travel guides and web sites, and at VICs.	<i>Tactic</i>	Sarah Bannon	○	?	
1.5.1.3.4.2: Encourage producers to become active in local/regional tourism organizations, and network	<i>Tactic</i>	Sarah Bannon	⊗	?	

Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
with tourism businesses to buy and/or promote their products.					
1.5.1.3.4.3: Ask restaurants to use local products for tourism meetings, workshops, etc.	<i>Tactic</i>	Sarah Bannon	●	?	
1.5.1.3.5: Missouri River Country encourage use of Montana products by restaurants, markets, retail shops, and suppliers, to add value to local businesses and traveler experiences.	○	Carla Hunsley	○	→	H
1.5.1.3.5.1: Promote farmers' markets and Made/Grown-in-Montana programs through travel guides and web sites, and at VICs.	<i>Tactic</i>	Carla Hunsley	○	○	
1.5.1.3.5.2: Encourage producers to become active in local/regional tourism organizations, and network with tourism businesses to buy and/or promote their products.	<i>Tactic</i>	Carla Hunsley	?	?	
1.5.1.3.5.3: Ask restaurants to use local products for tourism meetings, workshops, etc.	<i>Tactic</i>	Carla Hunsley	?	?	
1.5.1.3.6: Russell Country encourage use of Montana products by restaurants, markets, retail shops, and suppliers, to add value to local businesses and traveler experiences.	○	Gayle Fisher			✓
1.5.1.3.6.1: Promote farmers' markets and Made/Grown-in-Montana programs through travel guides and web sites, and at VICs.	<i>Tactic</i>	Gayle Fisher			✓
1.5.1.3.6.2: Encourage producers to become active in local/regional	<i>Tactic</i>	Gayle Fisher			✓

Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
tourism organizations, and network with tourism businesses to buy and/or promote their products.					
1.5.1.3.6.3: Ask restaurants to use local products for tourism meetings, workshops, etc.	<i>Tactic</i>	Gayle Fisher			✓
1.5.1.3.7: Yellowstone Country encourage use of Montana products by restaurants, markets, retail shops, and suppliers, to add value to local businesses and traveler experiences.	○	Robin Hoover	?	?	?
1.5.1.3.7.1: Promote farmers' markets and Made/Grown-in-Montana programs through travel guides and web sites, and at VICs.	<i>Tactic</i>	Robin Hoover			✓
1.5.1.3.7.2: Encourage producers to become active in local/regional tourism organizations, and network with tourism businesses to buy and/or promote their products.	<i>Tactic</i>	Robin Hoover	○	?	
1.5.1.3.7.3: Ask restaurants to use local products for tourism meetings, workshops, etc.	<i>Tactic</i>	Robin Hoover	○	?	
1.6.1.2.1: Custer Country sponsor training for staff and volunteer board members of tourism, recreation, historic and cultural organizations and agencies using information provided by DMAI, USSTA, ESTO, MNA, etc.	○	Nick Mann	?	?	?
1.6.1.2.1.1: Schedule a training	<i>Tactic</i>	Nick Mann			✗
1.6.1.2.2: Glacier Country sponsor training for staff and volunteer board members of tourism, recreation, historic	○	Racene Friede	?	?	?

Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
and cultural organizations and agencies using information provided by DMAI, USSTA, ESTO, MNA, etc.					
1.6.1.2.2.1: Schedule a training	<i>Tactic</i>	Racene Friede			✓
1.6.1.2.3: Gold West Country sponsor training for staff and volunteer board members of tourism, recreation, historic and cultural organizations and agencies using information provided by DMAI, USSTA, ESTO, MNA, etc.	○	Sarah Bannon	?	?	?
1.6.1.2.3.1: Schedule a training	<i>Tactic</i>	Sarah Bannon	●	?	
1.6.1.2.4: Missouri River Country sponsor training for staff and volunteer board members of tourism, recreation, historic and cultural organizations and agencies using information provided by DMAI, USSTA, ESTO, MNA, etc.	○	Carla Hunsley			⌚
1.6.1.2.4.1: Schedule a training	<i>Tactic</i>	Carla Hunsley	?	?	
1.6.1.2.5: Russell Country sponsor training for staff and volunteer board members of tourism, recreation, historic and cultural organizations and agencies using information provided by DMAI, USSTA, ESTO, MNA, etc.	○	Gayle Fisher			✓
1.6.1.2.5.1: Schedule a training	<i>Tactic</i>	Gayle Fisher			✓
1.6.1.2.6: Yellowstone Country sponsor training for staff and volunteer board members of tourism, recreation, historic and cultural organizations and agencies using information provided by DMAI, USSTA, ESTO, MNA, etc.	○	Robin Hoover			⌚
1.6.1.2.6.1: Schedule a training	<i>Tactic</i>	Robin Hoover	●	?	

Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
1.7.4.1.1: Custer Country promote Amtrak's Empire Builder service in Montana.		Nick Mann	?	?	?
1.7.4.1.1.1: Increase Amtrak ridership by both residents and nonresidents by highlighting Amtrak service on state/regional/local tourism web sites and publications.	<i>Tactic</i>	Nick Mann	?	?	
1.7.4.1.1.2: Work with Amtrak, tour operators, tourism businesses, and other organizations to promote the use of rail service through packaging, rail-drive-bus tours, etc.	<i>Tactic</i>	Nick Mann	?	?	
1.7.4.1.1.3: Seek and support federal funding for Amtrak	<i>Tactic</i>	Nick Mann			✕
1.7.4.1.2: Glacier Country promote Amtrak's Empire Builder service in Montana.		Racene Friede	?	?	?
1.7.4.1.2.1: Increase Amtrak ridership by both residents and nonresidents by highlighting Amtrak service on state/regional/local tourism web sites and publications.	<i>Tactic</i>	Racene Friede			✓
1.7.4.1.2.2: Work with Amtrak, tour operators, tourism businesses, and other organizations to promote the use of rail service through packaging, rail-drive-bus tours, etc.	<i>Tactic</i>	Racene Friede		?	
1.7.4.1.2.3: Seek and support federal funding for Amtrak	<i>Tactic</i>	Racene Friede		?	
1.7.4.1.3: Gold West Country promote Amtrak's Empire Builder service in		Sarah Bannon			⤿

Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
Montana.					
1.7.4.1.3.1: Increase Amtrak ridership by both residents and nonresidents by highlighting Amtrak service on state/regional/local tourism web sites and publications.	<i>Tactic</i>	Sarah Bannon	●	?	
1.7.4.1.3.2: Work with Amtrak, tour operators, tourism businesses, and other organizations to promote the use of rail service through packaging, rail-drive-bus tours, etc.	<i>Tactic</i>	Sarah Bannon	●	?	
1.7.4.1.3.3: Seek and support federal funding for Amtrak	<i>Tactic</i>	Sarah Bannon	●	?	
1.7.4.1.4: Missouri River Country promote Amtrak's Empire Builder service in Montana.	○	Carla Hunsley	⊗	↓	M
1.7.4.1.4.1: Increase Amtrak ridership by both residents and nonresidents by highlighting Amtrak service on state/regional/local tourism web sites and publications.	<i>Tactic</i>	Carla Hunsley	?	?	
1.7.4.1.4.2: Work with Amtrak, tour operators, tourism businesses, and other organizations to promote the use of rail service through packaging, rail-drive-bus tours, etc. (Trails to Rails) in MRC	<i>Tactic</i>	Carla Hunsley	○	⊗	
1.7.4.1.4.3: Seek and support federal funding for Amtrak	<i>Tactic</i>	Carla Hunsley	?	?	
1.7.4.1.5: Russell Country promote Amtrak's Empire Builder service in Montana.	○	Gayle Fisher			✓

Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
1.7.4.1.5.1: Increase Amtrak ridership by both residents and nonresidents by highlighting Amtrak service on state/regional/local tourism web sites and publications.	<i>Tactic</i>	Gayle Fisher			✓
1.7.4.1.5.2: Work with Amtrak, tour operators, tourism businesses, and other organizations to promote the use of rail service through packaging, rail-drive-bus tours, etc.	<i>Tactic</i>	Gayle Fisher			✓
1.7.4.1.5.3: Seek and support federal funding for Amtrak	<i>Tactic</i>	Gayle Fisher			✗
1.7.4.1.6: Yellowstone Country promote Amtrak's Empire Builder service in Montana.	○	Robin Hoover			☹
1.7.4.1.6.1: Increase Amtrak ridership by both residents and nonresidents by highlighting Amtrak service on state/regional/local tourism web sites and publications.	<i>Tactic</i>	Robin Hoover	●	?	
1.7.4.1.6.2: Work with Amtrak, tour operators, tourism businesses, and other organizations to promote the use of rail service through packaging, rail-drive-bus tours, etc.	<i>Tactic</i>	Robin Hoover	●	?	
1.7.4.1.6.3: Seek and support federal funding for Amtrak	<i>Tactic</i>	Robin Hoover	○	?	
1.9.2.2: Custer Country foster opportunities to pool public and private marketing dollars.	○	Nick Mann	?	?	?
1.9.2.2.1: Coordinate the marketing efforts of Travel Montana, regions, CVBs, businesses and attractions to	<i>Tactic</i>	Nick Mann			✓

Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
pool marketing dollars and leverage lodging tax funds for higher impact.					
1.9.2.2.2: Clearly define marketing strategies, funding needed annually, and methods for measuring ROI.	<i>Tactic</i>	Nick Mann			✕
1.9.2.3: Glacier Country foster opportunities to pool public and private marketing dollars.	○	Racene Friede	?	?	?
1.9.2.3.1: Coordinate the marketing efforts of Travel Montana, regions, CVBs, businesses and attractions to pool marketing dollars and leverage lodging tax funds for higher impact.	<i>Tactic</i>	Racene Friede	○	?	
1.9.2.3.2: Clearly define marketing strategies, funding needed annually, and methods for measuring ROI.	<i>Tactic</i>	Racene Friede			✓
1.9.2.4: Gold West Country foster opportunities to pool public and private marketing dollars.	○	Sarah Bannon	?	?	?
1.9.2.4.1: Coordinate the marketing efforts of Travel Montana, regions, CVBs, businesses and attractions to pool marketing dollars and leverage lodging tax funds for higher impact.	<i>Tactic</i>	Sarah Bannon	○	?	
1.9.2.4.2: Clearly define marketing strategies, funding needed annually, and methods for measuring ROI.	<i>Tactic</i>	Sarah Bannon	○	?	
1.9.2.5: Missouri River Country foster opportunities to pool public and private marketing dollars.	○	Carla Hunsley	?	?	?
1.9.2.5.1: Coordinate the marketing efforts of Travel Montana, regions,	<i>Tactic</i>	Carla Hunsley			✓

Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
CVBs, businesses and attractions to pool marketing dollars and leverage lodging tax funds for higher impact.					
1.9.2.5.2: Clearly define marketing strategies, funding needed annually, and methods for measuring ROI.	<i>Tactic</i>	Carla Hunsley	?	?	
1.9.2.6: Russell Country foster opportunities to pool public and private marketing dollars.	○	Gayle Fisher			✓
1.9.2.6.1: Coordinate the marketing efforts of Travel Montana, regions, CVBs, businesses and attractions to pool marketing dollars and leverage lodging tax funds for higher impact.	<i>Tactic</i>	Gayle Fisher			✓
1.9.2.6.2: Clearly define marketing strategies, funding needed annually, and methods for measuring ROI.	<i>Tactic</i>	Gayle Fisher			✓
1.9.2.7: Yellowstone Country foster opportunities to pool public and private marketing dollars.	○	Robin Hoover	?	?	?
1.9.2.7.1: Coordinate the marketing efforts of Travel Montana, regions, CVBs, businesses and attractions to pool marketing dollars and leverage lodging tax funds for higher impact.	<i>Tactic</i>	Robin Hoover	○	?	
1.9.2.7.2: Clearly define marketing strategies, funding needed annually, and methods for measuring ROI.	<i>Tactic</i>	Robin Hoover	○	?	
1.9.3.1: Custer Country enhance funding for region marketing efforts.	○	Nick Mann	?	?	?
1.9.3.1.1: Strengthen capacity by building partnerships with private, public,	<i>Tactic</i>	Nick Mann			✓

Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
tribal and nonprofit organizations to address regional and local issues related to tourism and recreation.					
1.9.3.1.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperative projects.	<i>Tactic</i>	Nick Mann			✓
1.9.3.2: Glacier Country enhance funding for region marketing efforts.	○	Racene Friede	?	?	?
1.9.3.2.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation.	<i>Tactic</i>	Racene Friede			✗
1.9.3.2.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperative projects.	<i>Tactic</i>	Racene Friede	●	?	
1.9.3.3: Gold West Country enhance funding for region marketing efforts.	○	Sarah Bannon	?	?	?
1.9.3.3.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation.	<i>Tactic</i>	Sarah Bannon	○	?	
1.9.3.3.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperative projects.	<i>Tactic</i>	Sarah Bannon			✓
1.9.3.4: Missouri River Country enhance funding for region marketing efforts.	○	Carla Hunsley	?	?	?
1.9.3.4.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues	<i>Tactic</i>	Carla Hunsley	?	?	

Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
related to tourism and recreation.					
1.9.3.4.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperative projects.	<i>Tactic</i>	Carla Hunsley	○	?	
1.9.3.5: Russell Country enhance funding for region marketing efforts.	○	Gayle Fisher			✓
1.9.3.5.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation.	<i>Tactic</i>	Gayle Fisher			✓
1.9.3.5.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperative projects.	<i>Tactic</i>	Gayle Fisher			✓
1.9.3.6: Yellowstone Country enhance funding for region marketing efforts.	○	Robin Hoover	?	?	?
1.9.3.6.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation.	<i>Tactic</i>	Robin Hoover	○	?	
1.9.3.6.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperative projects.	<i>Tactic</i>	Robin Hoover	○	?	
1.10.2.1: Custer Country create public/private/tribal partnerships for cooperative project implementation.	○	Nick Mann	?	?	?
1.10.2.1.1: Identify ways that respective organizations can work together to assist with implementation, develop partnerships, and/or seek resources to support the actions listed in the Strategic	<i>Tactic</i>	Nick Mann	?	?	

Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
Plan.					
1.10.2.2: Glacier Country create public/private/tribal partnerships for cooperative project implementation.	○	Racene Friede	?	?	?
1.10.2.2.1: Identify ways that respective organizations can work together to assist with implementation, develop partnerships, and/or seek resources to support the actions listed in the Strategic Plan.	<i>Tactic</i>	Racene Friede			✓
1.10.2.3: Gold West Country create public/private/tribal partnerships for cooperative project implementation.	○	Sarah Bannon	?	?	?
1.10.2.3.1: Identify ways that respective organizations can work together to assist with implementation, develop partnerships, and/or seek resources to support the actions listed in the Strategic Plan.	<i>Tactic</i>	Sarah Bannon			✓
1.10.2.4: Missouri River Country create public/private/tribal partnerships for cooperative project implementation.	○	Carla Hunsley	⊗	↓	H
1.10.2.4.1: Identify ways that respective organizations can work together to assist with implementation, develop partnerships, and/or seek resources to support the actions listed in the Strategic Plan.	<i>Tactic</i>	Carla Hunsley	?	?	
1.10.2.5: Russell Country create public/private/tribal partnerships for cooperative project implementation.	○	Gayle Fisher			✓
1.10.2.5.1: Identify ways that respective organizations can work together to	<i>Tactic</i>	Gayle Fisher			✓

Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
assist with implementation, develop partnerships, and/or seek resources to support the actions listed in the Strategic Plan.					
1.10.2.6: Yellowstone Country create public/private/tribal partnerships for cooperative project implementation.	○	Robin Hoover	?	?	?
1.10.2.6.1: Identify ways that respective organizations can work together to assist with implementation, develop partnerships, and/or seek resources to support the actions listed in the Strategic Plan.	<i>Tactic</i>	Robin Hoover	○	?	

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